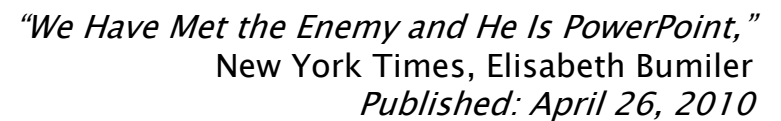


# Best practices for PowerPoint-assisted presentations



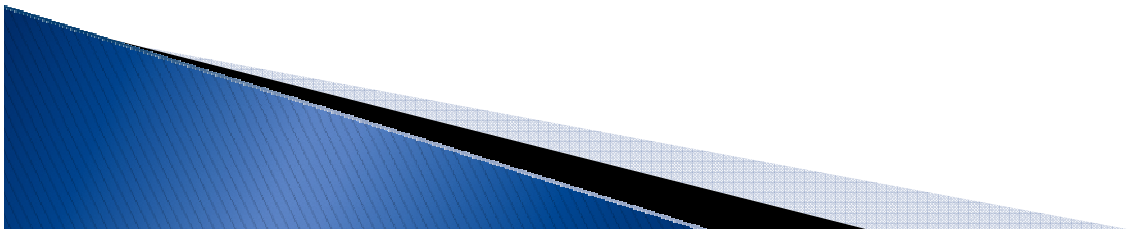
# About Us

- ▶ Charlie Armstrong
  - College recruiting
  - Public speaking instructor, Purdue University
- ▶ Kayla Gregory
  - Marketing Associate, Purdue University
  - President, Association for Women in Communications
- ▶ Jeanine Phipps
  - Accredited Public Relations Professional
  - 20 years of experience in broadcast journalism and public relations



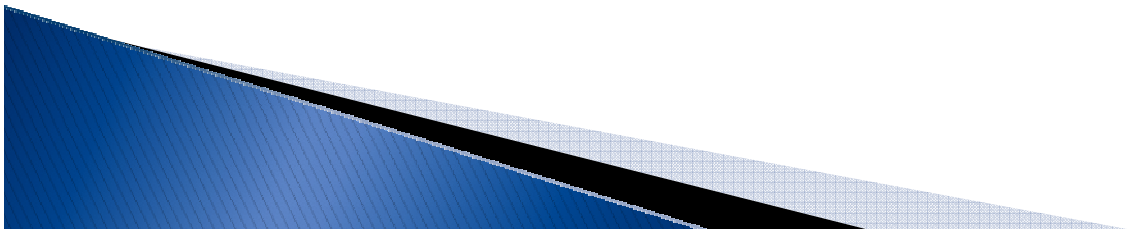
# Session Overview

- ▶ Who this session is designed for
- ▶ Session objectives: You will be able to...
  - Create PowerPoint slides that follow principles of effective visual aids
  - Apply templates and transitions to create a polished presentation with a minimum investment of time
  - With practice, deliver clearer and more structured presentations with compelling visual aids
- ▶ Your goals & interests?



# Preview

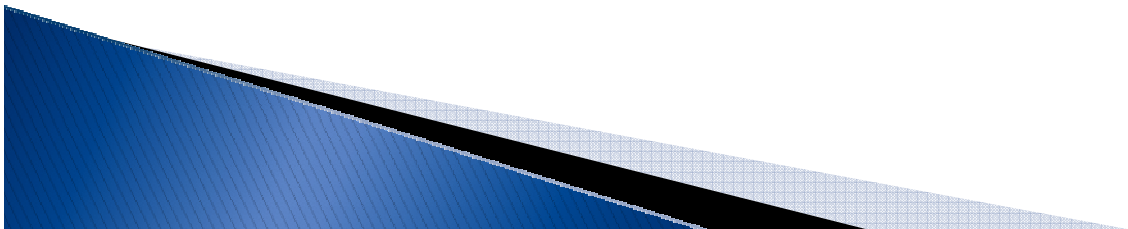
- ▶ Benefits of using PowerPoint
- ▶ Slide Design 101
  - Visual elements
  - Arrangement
  - Movement
- ▶ Presenting with PowerPoint



“Power corrupts, PowerPoint corrupts absolutely.”

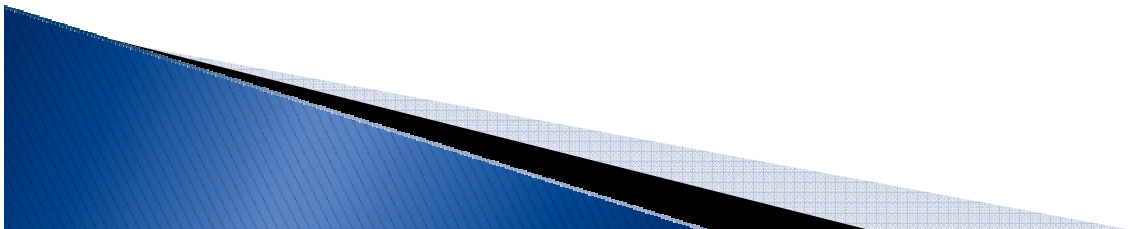
— *Edward Tufte, Yale Emeritus professor*

PowerPoint is just one part  
of your message and  
delivery.



# Benefits

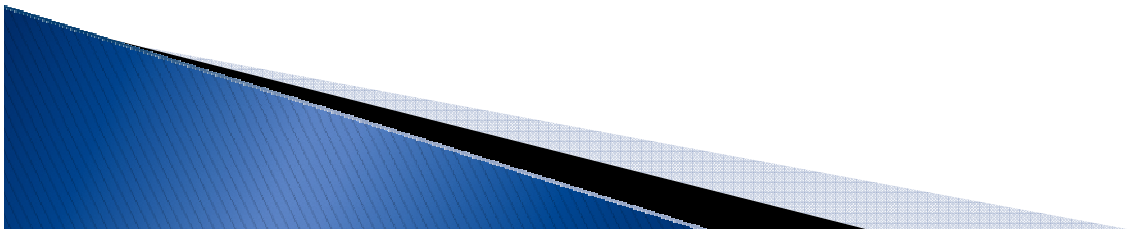
- ▶ Engage
- ▶ Illustrate
- ▶ Support





# A good PowerPoint is...

- ▶ Purposeful
- ▶ Well-designed
- ▶ Easy to follow



# Slide design 101

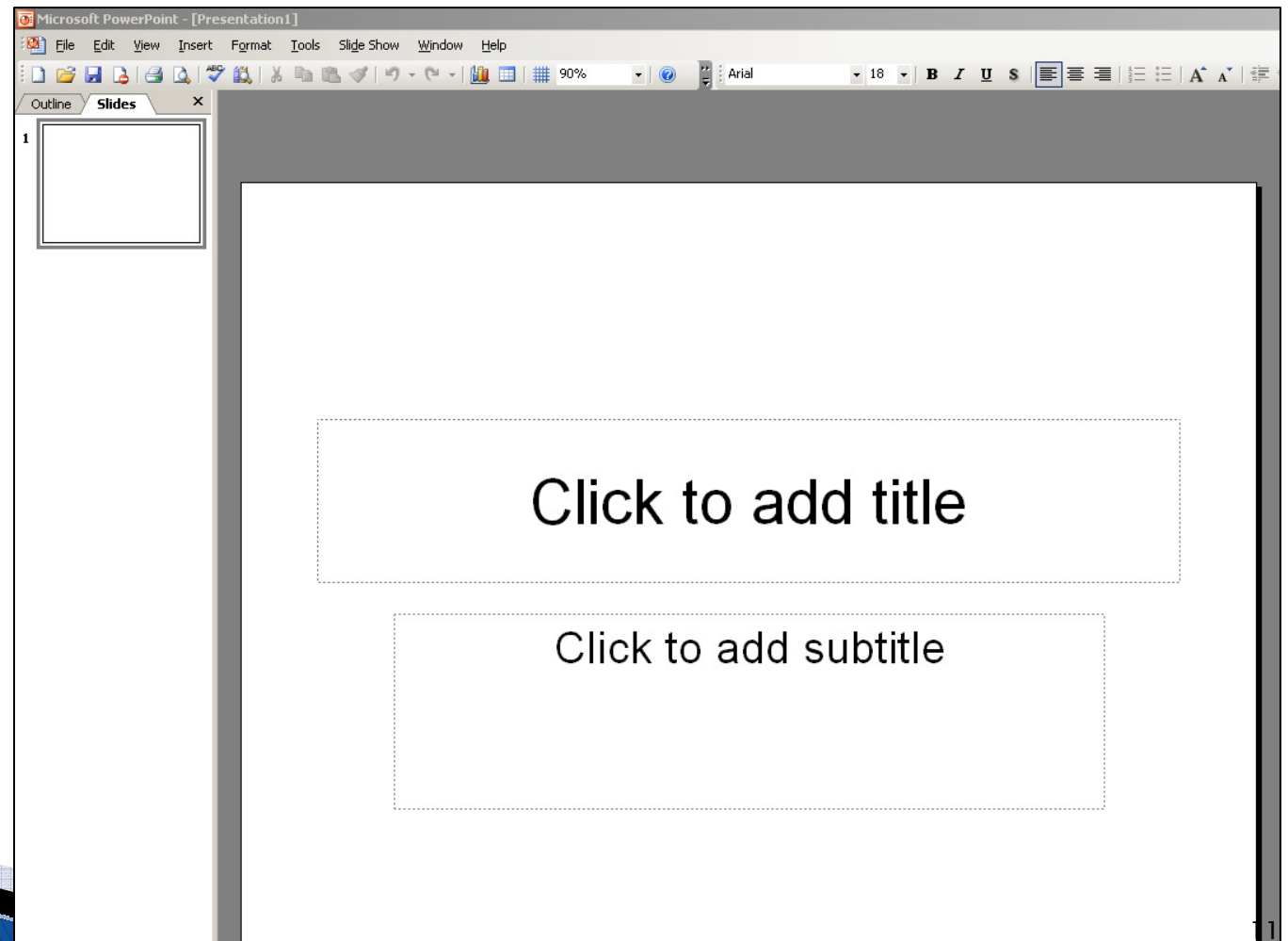
Visual Elements

Arrangement

Movement

# Visual Elements

- ▶ Background
- ▶ Colors
- ▶ Text
- ▶ Images

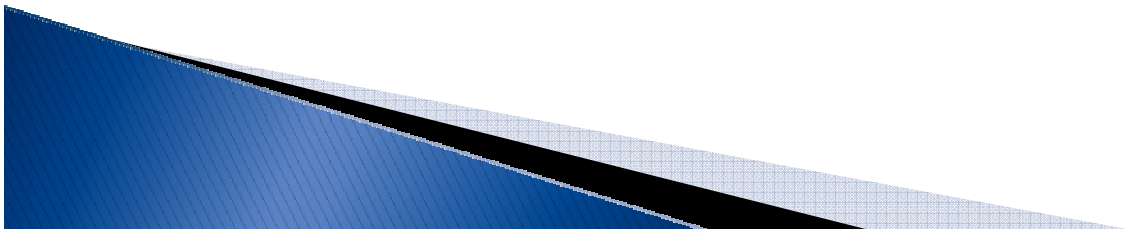


# Visual Elements

- ▶ Background
- ▶ Colors
- ▶ Text
- ▶ Images

# Visual Elements

- ▶ **Background**
- ▶ Colors
- ▶ Text
- ▶ Images



# Visual Elements

- ▶ Background
- ▶ Colors
- ▶ Text
- ▶ Images



**Click to add title**

**Click to add subtitle**



**Click to add title**

Click to add subtitle





Click to add title

- Click to add text



**Click to add title**

Click to add subtitle

**Click to add title**

Click to add subtitle



Microsoft PowerPoint - [Presentation2]

File Edit View Insert Format Tools Slide Show Window Help

Type a question for help

Arial 18 B I U S

Outline Slides

1

2

Click to add title

Click to add subtitle

Slide Design

Design Templates

Color Schemes

Animation Schemes

Apply a color scheme:

Title Bullet

Title Bullet

Title Bullet

Title Bullet

Title Bullet

Title Bullet

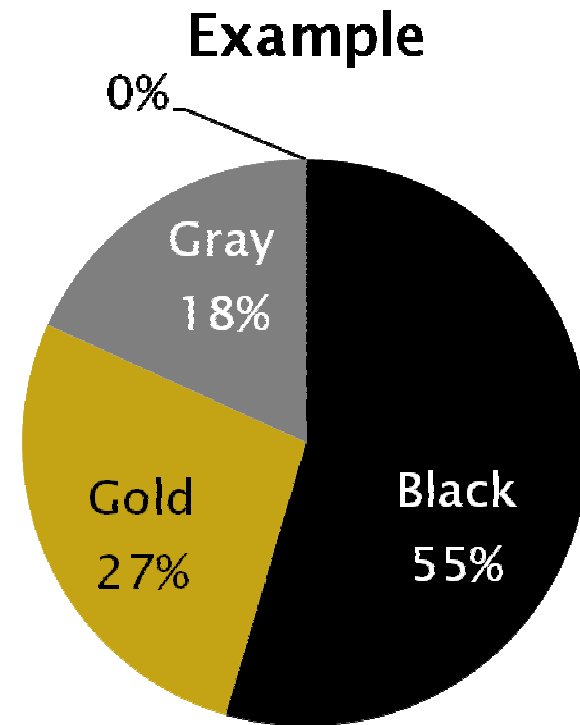
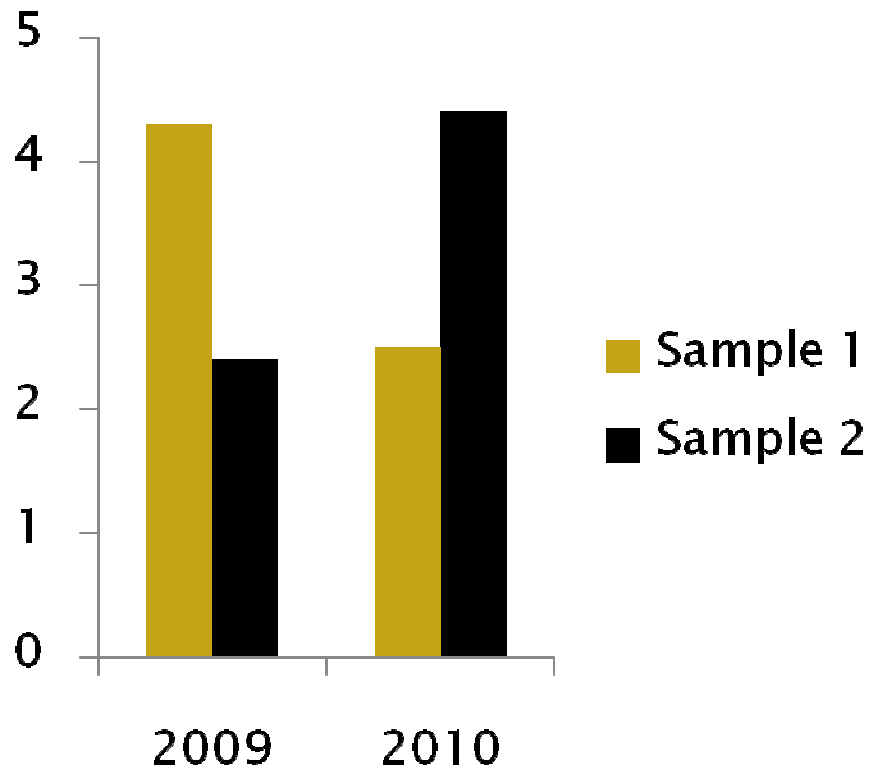
Click to add notes

Draw AutoShapes

Edit Color Schemes...

20

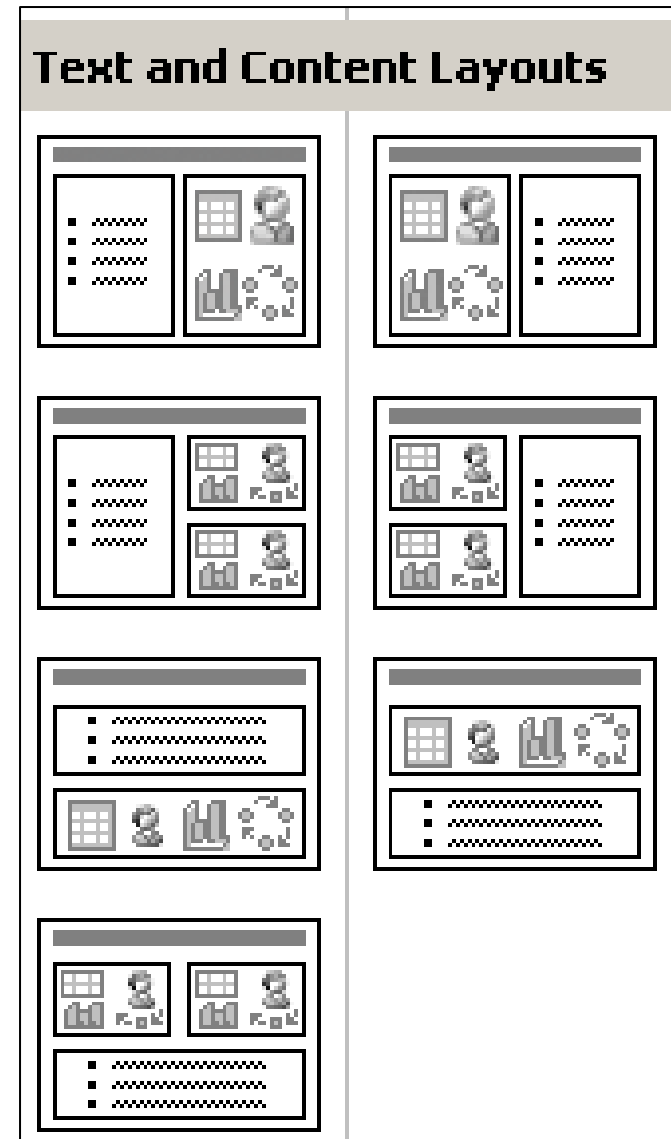
# Colors



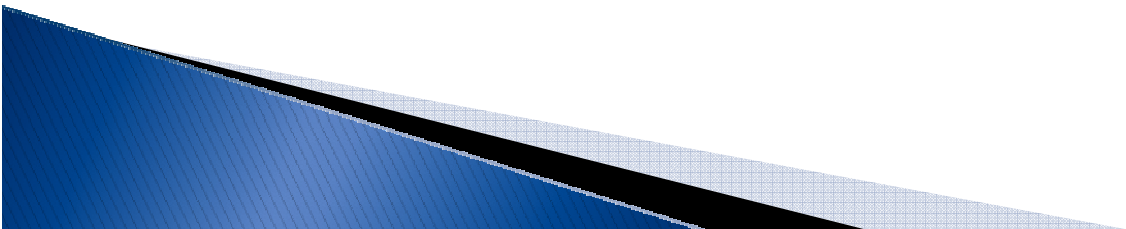
Consistency is key.

# Visual Elements

- ▶ Background
- ▶ Colors
- ▶ Text
- ▶ Images



# Big Statement.



# Choosing a font

- ▶ Sans-serif fonts include Arial, Calibri, and Verdana
- ▶ Serif fonts include Times New Roman, Georgia, and Cambria.
- ▶ “Serifs” are the decorative pieces on the ends of some fonts



The word "Serif" is written in a black serif font. Two blue circles with arrows point to the decorative strokes (serifs) on the 'S' and 'f'.

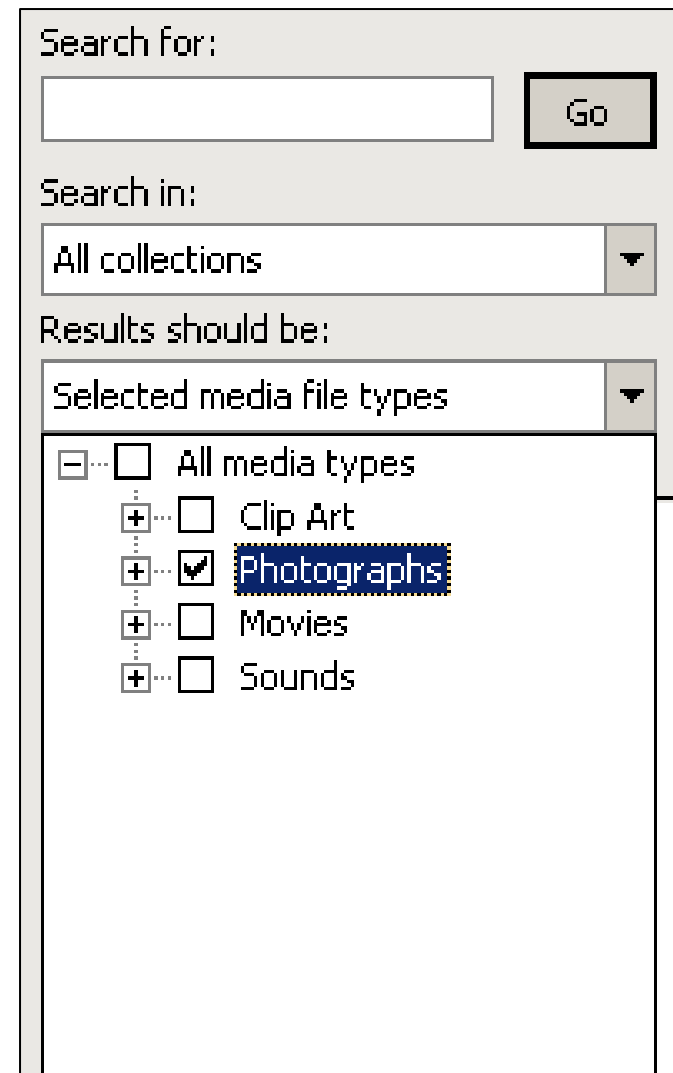
Sans serif fonts have no decorative ends.



**Avoid decorative fonts**  
Often, they are difficult to read.

# Visual Elements

- ▶ Background
- ▶ Colors
- ▶ Text
- ▶ **Images**

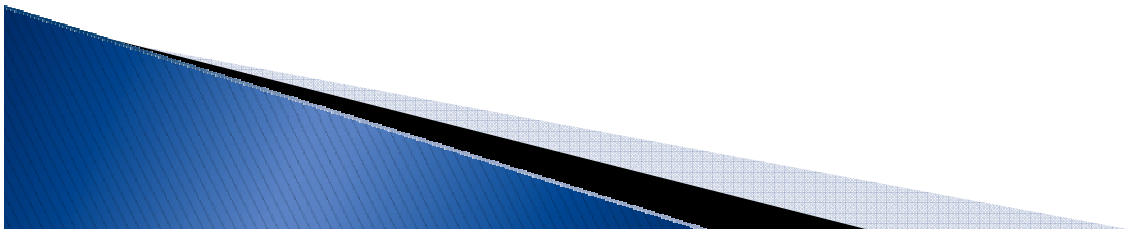


A screenshot of a search dialog box. At the top, it says "Search for:" followed by an empty text input field and a "Go" button. Below that, it says "Search in:" followed by a dropdown menu showing "All collections". Underneath, it says "Results should be:" followed by another dropdown menu showing "Selected media file types". The main area of the dialog is a list of media types with checkboxes: "All media types", "Clip Art", "Photographs" (which is checked and highlighted with a blue selection box), "Movies", and "Sounds".

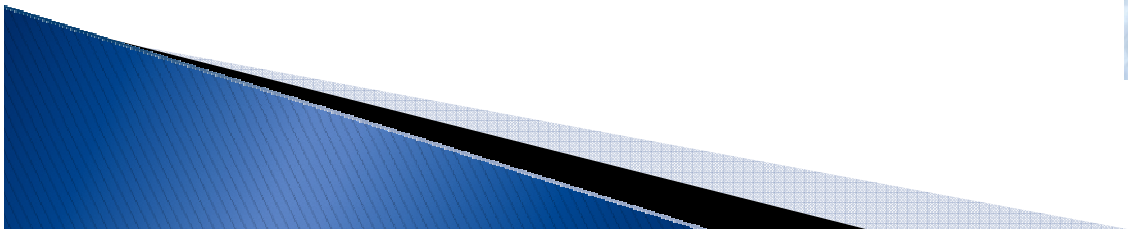
# Images: The Good, The Bad, and...



# Images: The Good, The Bad, and ...



# Images: The Good, The Bad, and...



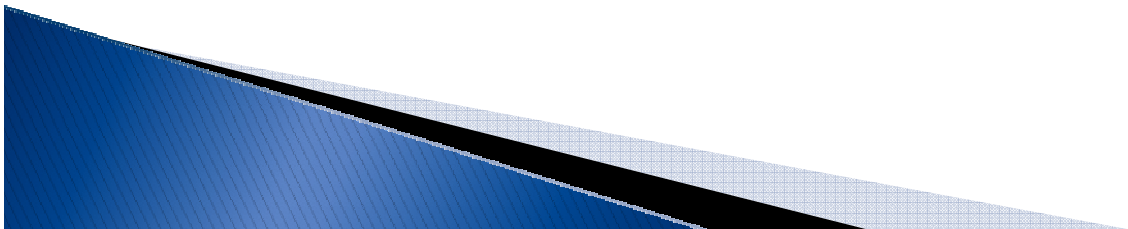
# Images: The Good, The Bad, and...





# Other image sources

- ▶ Flickr: Creative Commons  
<http://www.flickr.com/creativecommons/>  
Images can be used if source is credited.
- ▶ iStockphoto.com
- ▶ Take own images



# Slide design 101

Visual Elements

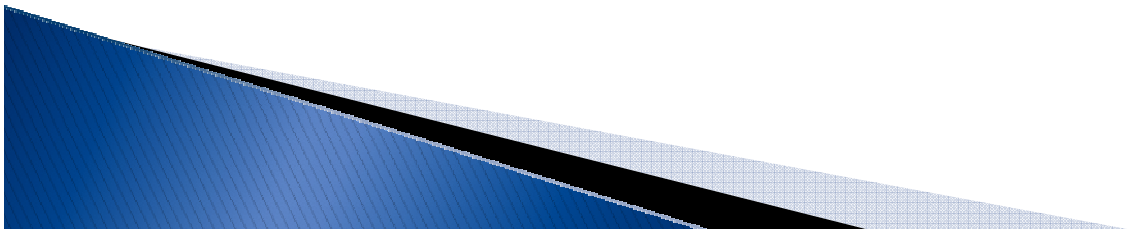
Arrangement

Movement



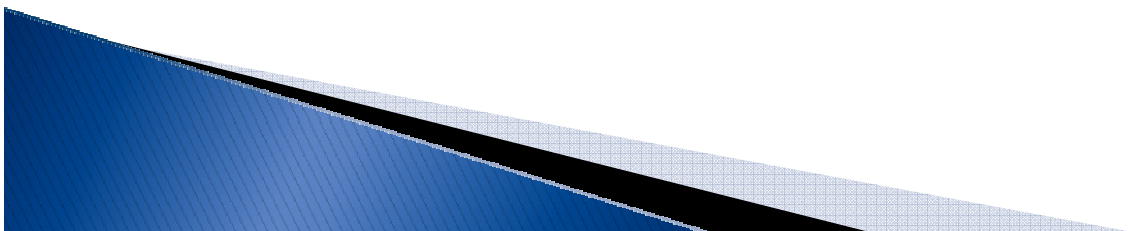
# Arrangement

- ▶ Contrast
- ▶ Flow
- ▶ Hierarchy
- ▶ Whitespace



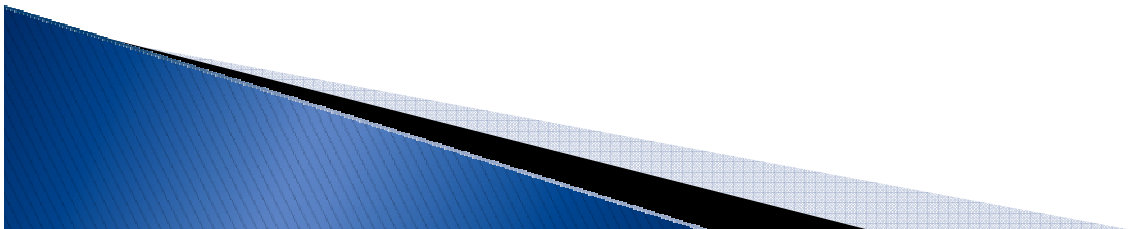
## Example – Contrast

- ▶ This is a slide with lots of text.
- ▶ There are several bullet points.
- ▶ They're all the same size, shape, and length.
- ▶ It's difficult to tell at first glance what is most important on this slide.
- ▶ This slide would benefit from some contrast.
- ▶ The next slide will show how contrast helps.



# Example – Contrast

- ▶ This is a slide with lots of **text**.
- ▶ There are several **bullet points**.
- ▶ They're all the **same** size, shape, and length.
- ▶ It's difficult to tell at first glance what is most **important** on this slide.
- ▶ This slide would benefit from some **contrast**.



# Example – Flow

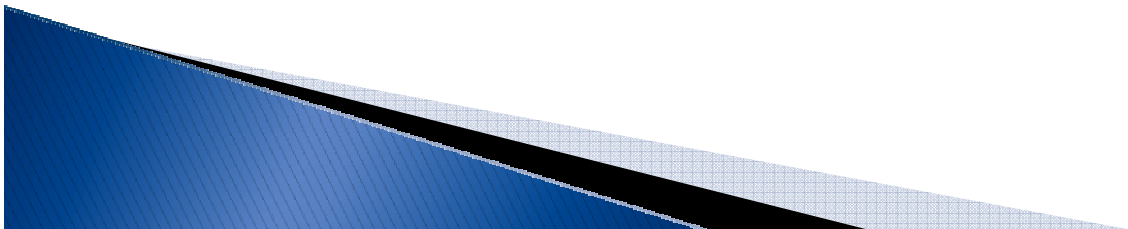
People generally read top to bottom, left to right.

Having multiple starting points on a slide makes it difficult to read.

Multiple alignments are not reader-friendly.

# Example – Hierarchy

- ▶ **Point 1**
  - Sub-point 1
  - Sub-point 2
- ▶ **Point 2**
  - Sub-point 1
  - Sub-point 2



# Example – Whitespace

- ▶ Cramming too much text and images on to a slide make it difficult to read and strains the audience's vision



# Example – Whitespace

- ▶ Less text and smaller, brighter images work better.



# Slide design 101

Visual Elements  
Arrangement  
Movement

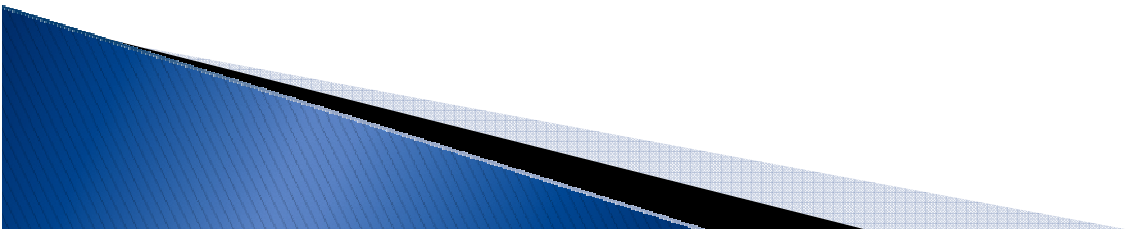


# Flashy animations...

Probably more trouble than they're worth.

# Title

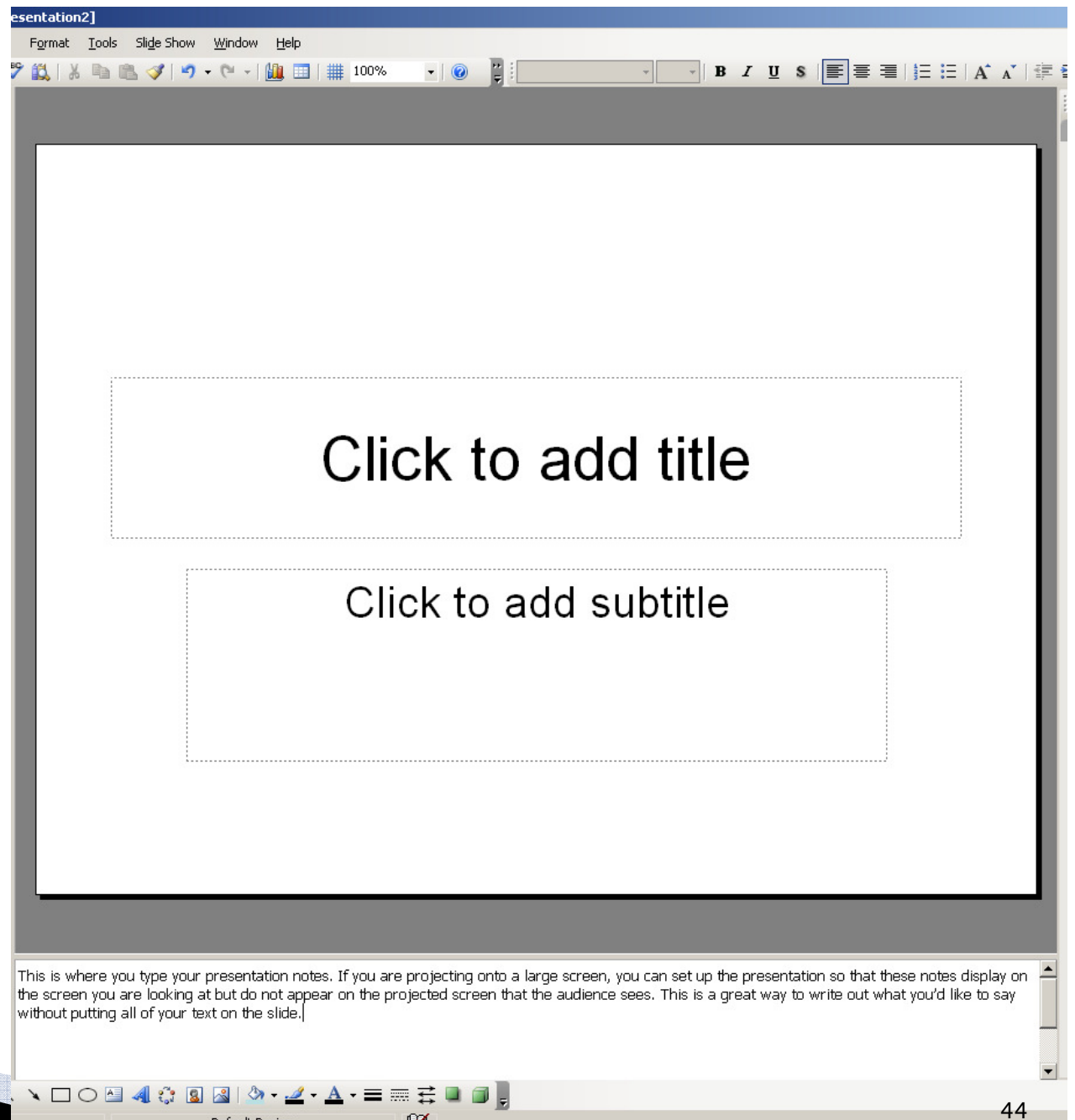
- ▶ Point 1
- ▶ Point 2
- ▶ Point 3
- ▶ Point 4
- ▶ Point 5



# Presenting with PowerPoint

# Tips and tricks

- ▶ Notes function



**Set Up Show** [?] [X]

**Show type**

- ☒ Presented by a speaker (full screen)
- ☐ Browsed by an individual (window)
  - ☐ Show scrollbar
- ☐ Browsed at a kiosk (full screen)

**Show slides**

- ☒ All
- ☐ From: [ ] To: [ ]
- ☐ Custom show:  
[ ]

**Show options**

- ☐ Loop continuously until 'Esc'
- ☐ Show without narration
- ☐ Show without animation

Pen color: [Red] [v]

**Advance slides**

- ☐ Manually
- ☒ Using timings, if present

**Multiple monitors**

Display slide show on: [Primary Monitor] [v]

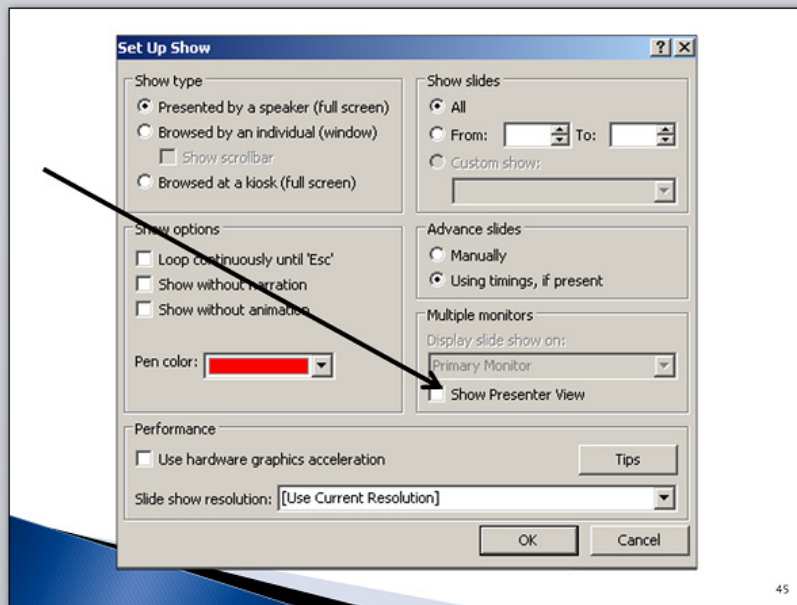
- ☐ Show Presenter View

**Performance**

- ☐ Use hardware graphics acceleration

Slide show resolution: [Use Current Resolution] [v]

[OK] [Cancel] [Tips]



Explain all three functions:  
main slide  
thumbnails  
notes

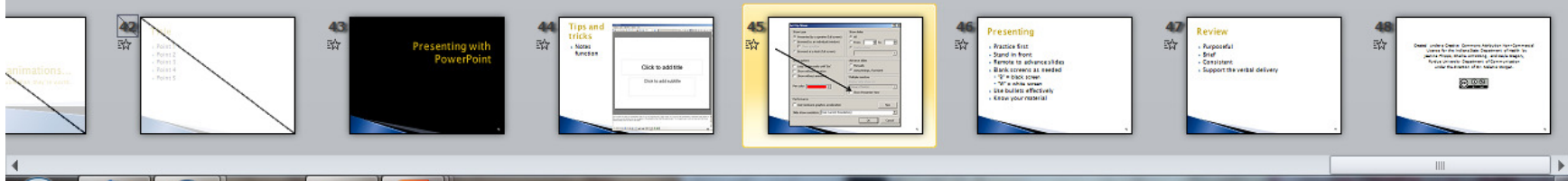


Slide: 45 of 48

Time: 01:05

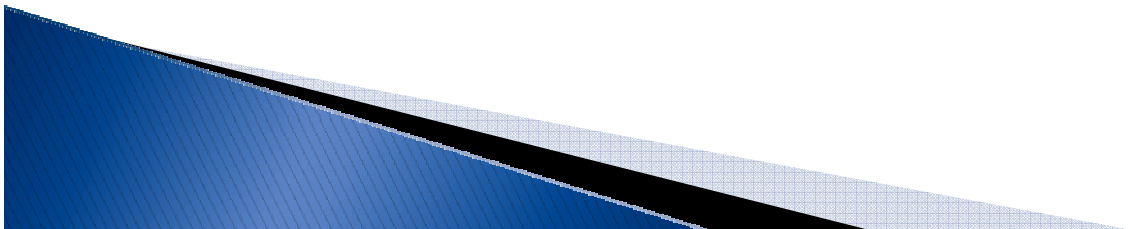
4:03 PM

Zoom:



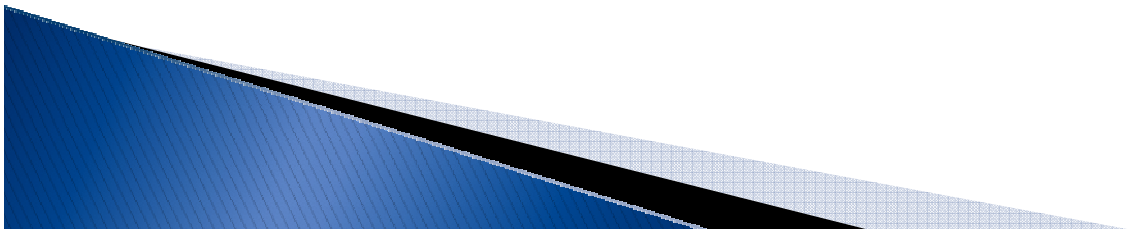
# Presenting

- ▶ Practice first
- ▶ Stand in front
- ▶ Remote to advance slides
- ▶ Blank screens as needed
  - “B” = black screen
  - “W” = white screen
- ▶ Animate bullets effectively
- ▶ Know your material



# Review

- ▶ Purposeful
- ▶ Brief
- ▶ Consistent
- ▶ Support the verbal delivery





Thank you!

Questions?

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Jeanine Phipps, Charlie Armstrong, and Kayla Gregory,  
Purdue University Department of Communication  
under the direction of Dr. Melanie Morgan.

